

U.S.-based berry company Driscoll's is expanding its national Berry Together campaign, creating a "one-of-a-kind experiential activation".



The "3D picnic basket on wheels" (see video below) will be rolling through local communities and neighborhoods to deliver berry treats.

The company said this next phase in its multifaceted campaign supports its brand strategy to "evolve a functional item from the produce aisle into something that inspires a strong emotional connection with happiness. "

Driscoll's added that its long-term business objective is to continue building brand differentiation in an "otherwise commoditized agriculture industry."

"Brands are driving the double-digit +11.5% dollar growth in the produce industry," says Frances Dillard, director of marketing and global brand lead, citing information from data company Nielsen.

"Driscoll's has become a trusted consumer brand and according to the Nielsen Company, we are now the largest produce brand based on dollar sales. We continue to invest in our brand journey as our brand advocates inspire a consumer movement to share the berry joy."

Introduced last year, Driscoll's Berry Together campaign marked the brand's first U.S. communication strategy since unveiling its unified global visual identity system across North America, Europe, Australia and China. To date, the campaign has garnered several prestigious industry awards, and key performance indicators prove the emotional messaging is resonating with consumers.

"Our goal in this next phase of #BerryTogether was to disrupt the marketplace with a unique and authentic experiential activation that brings together local communities," said

brand manager Jamie Bassmann.

“Last year we announced the top ten berry loving cities and launched a pop-up 3D berry picnic art mural. This year, we’ve gone bigger and better with an extraordinary berry picnic basket on wheels.”